



Success Story

**U.S. Small Business Administration
North Carolina District Office**

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KNEAD-A-BREAK – FAYETTEVILLE, NC

Women's Business Center Helps Nurse Work Kinks Out of Therapeutic Massage Business

Brenda Matthews of Fayetteville has 25 years experience in the medical field. As single parent of two school-age children, she started as a nursing assistant, earned a nursing degree and worked as a registered nurse. While working in the home health field, she wished she could find alternatives for the traditional care of pain management.

While working over forty hours a week, she completed a 600 hour massage therapy course, and earned a state license to practice massage therapy. She then rented a small space to open Knead-A-Break Therapeutic Massage Center in September 2000. Brenda and her staff treat patients for a variety of aches and pains. Some have arthritis; some might be suffering the lingering effects of injuries.

Brenda had no formal business training or experience. In early 2001, she visited the SBA North Carolina Center for Women Business Owners in Fayetteville for help. "I have nothing but praise for the Fayetteville Women's Business Center," she said. She completed the "Getting Started" class and continued to use the accompanying reference materials as she mapped out her plan and ran her business.

Knead-A-Break provides a range of therapeutic massage services. Recently Brenda added a mobile massage unit. The travel trailer is designed to provide services at large employers and community events. It is a self-contained unit having a generator for power, water storage and bathroom facilities. With the help of the Women Business Center, Brenda has been able to exceed 2002 sales revenues in the first three quarters of 2003. She credits Judi Superak, Director and the Center with being a great help and inspiration.

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SBA Women's Business Centers (WBCs) provide assistance and/or training in finance, management, marketing, procurement and the Internet. All provide individual business counseling and access to the SBA's programs and services.

Each WBC tailors its programs to the needs of its constituency; some offer programs and counseling in two or more languages. For more information:

The Women's Center of Fayetteville

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